Broadcasting Dec 31

Reaching over 117,000 readers every week — 60th Year 1990

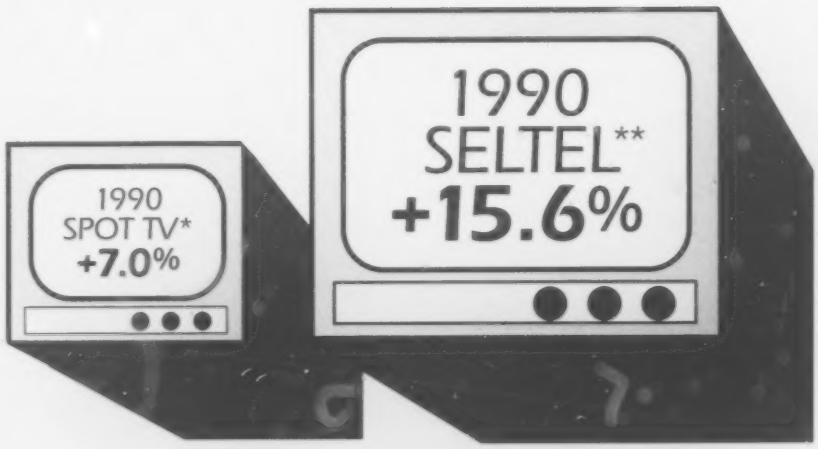
TELEVISION / 43
Independents prepare to gather in L.A.; banking on barter

RADIO / 58
MPR buys second Minneapolis FM, will sell AM; commercial association there objects

CABLE/ 63
Group W at forefront of ventures between broadcasting, cable

BUSINESS / 66
Advertiser outlook: Flat year may be ahead for beer industry

GET BETTER RECEPTION



SELTEL
PERFORMANCE IS THE BOTTOM LINE.

*TVB. 1990 projected final **Based on like-to-like stations 1989-1990

Vol. 119 No. 27

THE 102ND CONGRESS AND THE FIFTH ESTATE

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CONGRESSNL INFO SRV
SRI ACQ
20P145RI AT8501 2C2
*********5-DIGIT 20814

THIS WEEK

Station trading market differs depending on perspective (page 35).

35 / CAUTIOUS NEW YEAR

A survey of would-be TV station buyers finds little anxiousness to strike deals, even though station prices are down. Expected returns from acquisitions are being pared, due to the near-term revenue outlook and because lack of credit requires more equity investment.

36 / TRADING SEPARATELY

The MCA purchase by Matsushita was expected to close last weekend. A portrait of the company's WWOR-TV New York was provided by the document filed to register securities of the station, which will trade separately as a stand-alone company.

38 / CONGRESSIONAL NEW YEAR

The 102nd Congress convenes in early January with a full agenda. Congressional efforts to reregulate cable will resume with broadcasters likely to seek legislation requiring cable operators to pay for retransmitting their signals. Broadcasters may also have to fight spectrum tax proposals once again. And the telephone industry's drive to enter the television business could gain some momentum, especially if the National Association of Broadcasters revises its stand on the issue and comes to some agreement with the telcos.

40 / MANY QUESTIONS FOR FOX

It appears that those Fox affiliates attending the Association of Independent Television Stations convention in Los Angeles this week will have a lot of questions for the executives of the growing Fox programing service. Fox affiliates are generally pleased with the performance of the service's expanded fall schedule, but concerns remain on several fronts, including the state of Fox's proposed news service, its children's programing lineup and its mid-season replacements.

40 / TAKING TIME

Due to overly ambitious ratings guarantees to advertisers for the Fox Children's Network, Fox is taking back a minute of advertising time from affiliates during the afternoon strip *Peter Pan & the Pirates* to use for make-goods.

41 / NOVEMBER NUMBERS

Nielsen numbers for syndicated sweeps show veteran syndicated shows continuing to dominate the top ranks of all program genres during the November sweeps. The news for new adult first-run strips was mostly bad, while a majority of the seven new off-network sitcoms in syndication fared well. The children's market continues to soar.

43 / INTV PREVIEW

The continued expansionist plans of Fox Broadcasting Co. and its affiliates' role within the Association of Independent Television Stations are raising questions about the course INTV will take.

In the meantime, public policy "power" breakfast and "success strategies" for the 1990's are among the topics scheduled for INTV's convention Jan. 3-5 in Los Angeles. A compilation of what's showing in the screening rooms begins on page 49.

46 / INDEPENDENT NEWS

Independent stations are expected to show a dramatic increase in local news shows in 1991, as Fox Broadcasting prepares to launch its long-anticipated affiliate news service.

47 / TOUGH TV TIMES

At a time when

Looking ahead to the 102nd Congress (page 38).

advertising demand is soft, many syndicators are financing new first-run programs solely from the barter revenue those distributors believe the shows will generate. Said one executive: "The new adult first-run shows failed. But the reality is, the people who know this business should have known the possibility of great ratings was nil. The fact is, a lot of stuff is working and there are a finite number of time periods."

54 / THE SINGULAR JIM QUELLO

James Quello has spent the past 16 years as an FCC commissioner, never far from his broadcasting roots. The Michigan Democrat has stood up at the FCC for what he calls in this "At Large" interview with BROADCASTING, the "all-important, free, universal, over-the-air broadcast service."

58 / LONGER, STRONGER REACH

Minnesota Public Radio's purchase of a second Minneapolis FM is expected to strengthen the reach of MPR's news and music services to "every square inch" of the state—a move in perfect accordance with its mandate, says MPR. But commercial broadcasters there believe the transfer demonstrates "unchecked expansion" and "frightening... concentration of control" at the noncommercial radio network.

60 / DAB DEBATE

EZ Communications' Alan Box and Ron Strother of Strother Communications Inc. discuss digital audio broadcasting as the industry studies the pros and cons of terrestrial and satellite-based systems.

INTV outlook (page 43).

63 / MEDIA CROSSOVER

Westinghouse Broadcasting is at the forefront of broadcasting-dominated companies who are getting involved in cable at both the national and local level by buying into existing services, launching local cable news segments and blazing new trails in advertising.

66 / FLAT YEAR FOR BEER?

Although the beer industry is coming off one of its best years, questions about 1991 remain. Industry speculators are unsure what effect the increase in the federal excise tax—from 16 cents a six pack to 32 cents—will have on sales. Also, attempts to pass ad warning legislation may affect advertising plans. Brewers provide a significant portion of ad revenue and if more follow top brewer Anheuser-Busch's lead into more promotions and less television, broadcasters will feel the sting.

70 / CAMERA COURT TEST

The Judicial Conference of the United States chose the two federal appeals and six district courts that will take part in its experimental pilot program, letting cameras and other recording devices inside to cover civil cases. The Second and Ninth Circuit Courts of Appeal in New York and San Francisco, respectively, as well as district courts in Pennsylvania, New York, Michigan, Indiana, Washington and Massachusetts will host the three-year program.

71 / SATELLITE DAB IN 1994

The American Mobile Satellite Corp. has hired Hughes Aircraft Co., El Segundo, Calif., and Spar Aerospace Ltd. of Canada to build a mobile satellite that will be capable of, among many other services, digital audio broadcasting to car receivers. Radio Satellite Corp., Long Beach, Calif., plans to lease capacity on the AMSC satellite and begin DAB in the summer of 1994.

74 / RADIO WORLD

The National Association of Broadcasters has begun planning what will be the first international all-radio gathering. The convention, scheduled for June 1992, is in partnership with the city of Montreux, where representatives of the NAB and the city met earlier this month.

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

■ WCOA(AM)-WJLQ(FM) **Pensacola, Fla.** □ Sold by Norman S. Drubner to Brem Broadcasting for $2.23 million. Price includes $2.03 million cash at closing, a noncompete covenant and a $200,000 escrow deposit. **Seller** is headed by Norman S. Drubner who has interests in KXYQ(AM)-KZRL(FM) Portland, Ore.; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. **Buyer** is headed by Edmond J. Muniz (80%) and Barry Richards (20%). Muniz has 33% interest in WLTS-FM Slidell, La.; 100% interest in WYAT(AM) New Orleans, and 65% interest in WGCM-AM-FM Gulfport, Miss. AM is fulltimer with adult contemporary and talk format on 1370 khz and 5 kw. FM has contemporary hit format on 100.7 mhz with 100 kw and antenna 1,555 feet above average terrain.

■ WSIX(AM) **Nashville, Tenn.** □ Sold by Capstar Communications Inc. to Bible Broadcasting Network Inc. for $600,000. Price includes $550,000 cash at closing and $50,000 escrow deposit. **Seller** is headed by R. Steven Hicks, David Manning and Kim Borrow and is licensee of WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL-AM-FM Greenville, S.C. **Buyer** is headed by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus and H. Ron White. Bible Broadcasting is a nonprofit, non-stock corporation which is licensee of 17 FM's and 1 AM. WSIX is fulltimer with country format on 980 khz with 5 kw.

■ KITM(FM) **Mission, Tex.** □ Sold by KITM Inc. to RGV Broadcasting Inc. for $505,000. Price includes $10,000 cash at closing, $10,000 to be paid 30 days after closing, $395,000 five-year promissory note at 12% and $90,000 six-year promissory note at 12%. **Seller** is headed by Lino Canales and has no other broadcast interests. **Buyer** is headed by Kevin D. Pagan, Leo Marroquin and Mark Kach and is a wholly owned subsidiary of RGV Media Ministries Inc. KITM has Spanish format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ WDKC(AM) **Fort Pierce, Fla.** □ Sold by Treasure Coast 1330 Corp. to Fairbanks Communications Inc. for $365,000. Price includes $315,000 cash at closing and $50,000 escrow deposit. **Seller** is headed by Daniel W. Wallace and has no other broadcast interests. **Buyer** is headed by Richard M. Fairbanks, Richard C. Hindes, George E. Mills and James R. Cande and is licensee of WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Fla., and WKOX(AM)-WVBF-FM Framingham, Mass. WDKC has country format on 1330 khz with 5 kw day, 1 kw night. Broker: Blackburn & Co.

■ WLPM(AM) **Suffolk, Va.** □ Sold by Suffolk Broadcasting Corp. to Johnson Media Inc. for $345,000. Price includes $10,000 escrow deposit, a seven-year $290,000 promissory note up to a maximum of 15% and $45,000 five-year noncompete covenant. **Seller** is headed by Hubert H. Young and has no other broadcast interests. **Buyer** is headed by James W. Johnson Jr., who is an officer and 10% shareholder of Johnson Communications Inc., licensee of WDAO(AM) Dayton, Ohio. WLPM is fulltimer with oldies format on 1450 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 76.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$2,230,000** □ **12**

FM's □ **$507,390** □ **5**

AM-FM's □ **$1,803,000** □ **2**

TV's □ **$0** □ **0**

Total □ **$4,540,390** □ **19**

Year to Date:

AM's □ **$107,427,754** □ **377**

FM's □ **$492,607,921** □ **240**

AM-FM's □ **$362,562,727** □ **215**

TV's □ **$829,676,900** □ **91**

Total □ **$1,792,275,302** □ **923**

For 1989 total see Feb. 5, 1990 BROADCASTING.

N. Jeffrey and Robert L. Caton, and has interests in KSCO(AM) Santa Cruz, KRCX(AM) Roseville, KRXQ(FM) Sacramento, KFMF(FM) Chico, KHOP(FM) Modesto, KSRO(AM) and KHTT(FM) Santa Rosa, all California; KJJY(AM) and KJJY-FM both Des Moines, Iowa; WBLM(FM) Portland, ME, and WOKQ(FM) Dover, NH. Buyer has no other broadcast interests. Action Dec. 6.

■ **KGLR(FM) Bettendorf, IA** (BTCH901017HA; 93.5 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Eternity Broadcasting Inc. to to David L. McNally and Jeffrey D. Lyle for $507,595 in stock sale. Seller is headed by Larry L. and Aleta Lewis, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 5.

■ **WYRE(AM) Annapolis and WBEY(FM) Grasonville, both Maryland** (AM: BAL901010HF; 810 khz; 250 w-D; FM: BALH901010HG; 103.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Anna-Del Broadcasting Co. Inc. to Vision Broadcasting Co. Ltd. for $1.15 million. Seller is headed by Thomas W. Wilson, Thomas Neal Heaton and William E. Blasier, and has no other broadcast interests. Buyer is headed by Richard A. Winn, David J. Robkin, Eric J. Cohen, Lawrence M. Goldfarb, Thomas G. Pless and Derek A. Noyes. Pless has interests in PCA Communications Corp., non-profit corporation which is licensee of WHVY(FM) Baltimore, MD. Action Dec. 6.

■ **WBIV(AM) Natick, MA** (BAPL900522EA; 1060 khz; 25 kw-D, 2.5 kw-N)—Granted app. of assignment of license from Boston SRN Inc. to International Communications Group for $1.3 million. Seller is subsidiary of Satellite Radio Network (SRN), and is headed by Michael B. Glinter. SRN is parent company of Houston SRN Inc., licensee of KGOL(AM) Humble, TX, and Detroit SRN Inc., licensee of WLQV(AM) Detroit. Glinter has interest in Voice of Charlotte Broadcasting Co., licensee of WQCC(AM) Charlotte, NC; is permitee of new AMs in Fairview, NC and Florence, SC. He is licensee of LPTV W29AC Charlotte, NC. Buyer is headed by Antonio Molina, Ruben P. Moreno, Fradeque A. Rocha, David Cortiella and Jose M. Perez, and has no other broadcast interests. Action Nov. 30.

■ **KBJJ-FM Marshall, MN** (BALH900816HU; 107.1 mhz; 3 kw; ant. 242 ft.)—Granted app. of assignment of license from Garamella Broadcasting Co. to CD Broadcasting Corp. for $250,000. Seller is headed by Todd J. and Joseph J. Garamella and has interest in KMSR(FM) Sauk Center and KSCR-AM-FM Benson, both Minnesota, and KJJG-FM Spencer, IA. Buyer is headed by Christopher T. Dahl, Russell Cowles, Richard W. Perkin, Lance W. Riley and S. Mel Paradis, and has interest in KJJQ(AM)-KKQQ(FM) Volg, SD; KKBJ-AM-FM Bemidji, KLGR-AM-FM Redwood Falls and KQHT-FM Crookston, all Minnesota, and KRRZ(AM)-KZPR(FM) Minot, ND. Action Dec. 3.

■ **KLKT(FM) Incline Village, NV** (BALH900914HR; 100.1 mhz; 700 w; ant. 630 ft.)—(Recently changed to KZAK) Granted app. of assignment of license from North Lake Tahoe Broadcasting to New World Enterprises Inc. for $1.33 million. Seller is headed by James King, and has no other broadcast interests. Buyer is headed by David T. and Linda P. Newman, husband and wife, and Carlton J. Whitehead, and has no other broadcast interests. Action Dec. 6.

■ **KBOM(FM) Los Alamos, NM** (BTCH900828GX; 106.7 mhz; 15.5 kw; ant. 1,948 ft.)—Granted app. of assignment of license from Kathleen McRee to Virgil C. Armer for $206,000. Seller is headed by Kathleen McRee and Lance Armer, and has no other broadcast interests. Buyer has no other broadcast interests. Action Dec. 5.

■ **WOKG(AM) Warren, OH** (BAL901011EA; 1570 khz; 500 w)—Granted app. of assignment of license from Geri Taczak Media Inc. to W-A Broadcasting Inc. for $47,000. Seller is headed by Geri Taczak, Barbara Wilkes and Linda Snyder, and has no other broadcast interests. Buyer is headed by Craig Waffen and Jack N. Alpern. Waffen has interest in WNRB(AM)-WNCD(FM) Niles, OH. Action Nov. 30.

■ **KEYB(FM) Altus, OK** (BTCH900926GW; 107.9 mhz; 3 kw; ant. 190 ft.)—Granted app. of assignment of license from Fred R. Morton Jr. to Paul E. Wilmes for undisclosed amount. Seller is headed by Morton, wife Evelyn Morton and Raymond Klotz. Fred Morton is 25% stockholder of Broadco of Texas Inc., licensee of KMGZ(FM) Lawton, OK. Klotz is 56% stockholder of Lake Isabella Broadcasting Inc., licensee of KKRV(FM) Kernville, CA. Buyer is headed by Wilmes, Scott E. Wilmes, Jo Anne Wilmes and Lynna Wilmes, and has no other broadcast interests. Action Dec. 6.

■ **WJTL(FM) Lancaster, PA** (BALED900831HG; 90.3 mhz; 4.7 kw; ant. 198 ft.)—Granted app. of assignment of license from Joy Public Broadcasting Corp. to Creative Ministries Inc. for $500,000. Seller is headed by Lowell Bush, Mary Lou Denbleyker, Joyce Bush and George Douglas, and is licensee of WJTY(FM) Lancaster, WI; KJTY(FM) Topeka, KS; WJTL(FM) Lancaster, PA and WJTG(FM) Fort Valley, GA. Buyer is headed by Timothy N. and Cheryl Landis, John Smucker, Paul K. Logson and Harry L. Thomas Jr., and has no other broadcast interests. Action Nov. 30.

■ **WVOC(AM)-WCEZ(FM) Columbia, SC** (AM: BAL901009HP; 560 khz, 5 kw-U; FM: BALH901009HO; 93.5 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Banking Services Corp., debtor in possession, to Clayton Radio Inc. for $2.55 million. Seller also manages and operates WETT(AM) Ocean City, MD, WWTR(FM) Bethany Beach, DE,and WSVS-AM-FM Crewe, VA. Buyer is headed by Richard Dames, Stephen Bunyard and Richard Fitzer. Action: Nov. 30.

■ **WYOR(AM) Brentwood, TN** (BAL900927EC; 560 khz; 500 w-D)—Dismissed app. of assignment of license from Adoni Communications Inc. to Media Resource Group Inc. for $57,000. Seller is headed by Ade Oni. Buyer is headed by A.K. and Elisa O. Upadhyaya, husband and wife, and have interests in WAJN(AM), Ashland City, TN. Action Dec. 5.

■ **WETB(AM) Johnson City, TN** (BAL890724EE; 790 khz; 5 kw-D)—Granted app. of assignment of license from Alpha-Omega Broadcasting Inc. to Mountain Signals Inc. for no financial consideration. Seller

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.